

# ORDER

**WKYC**

**Orders**

**Order / Rev:** 707689

**Alt Order #:** 06286427

**Product Desc:** NATL ASSOC OF MANUF

**Estimate:**

**Flight Dates:** 08/20/12 - 09/07/12

**Original Date / Rev:** 09/27/12 / 09/27/12

**Order Type:** Political

**Primary AE:** Alex Lavin

**Sales Office:** T-LA

**Sales Region:** NAT

**Agency**

**Name:** Target Enterprises/ POL

**Buying Contact:**

**Billing Contact:**

15260 Ventura Blvd, Suite 1240

Sherman Oaks, CA 91403

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** National Association of Manufacturers

**Demographic:** A50+

**Product Codes:** IS-Issue/Non Ballot

**Priority:** P-5

**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:**

**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	32	\$42,750.00	\$36,337.50
08/27/12	09/05/12	49	\$62,125.00	\$52,806.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	32	\$42,750.00	\$36,337.50	0.00
September 2012	49	\$62,125.00	\$52,806.25	0.00
<b>Totals</b>	<b>81</b>	<b>\$104,875.00</b>	<b>\$89,143.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alex Lavin			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/20/12	09/07/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	5	\$850.00	P-5	0.00	NM	9	\$7,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MTWTF--		4				\$850.00		0.00			
	Week:	08/27/12	09/02/12	MTWTF--		5				\$850.00		0.00			
	Week:	09/03/12	09/09/12	M-----		0				\$850.00		0.00			
2	WKYC	08/20/12	08/31/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	MTWTF--	:30	5	\$375.00	P-5	0.00	NM	9	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MTWTF--		4				\$375.00		0.00			
	Week:	08/27/12	09/02/12	MTWTF--		5				\$375.00		0.00			
3	WKYC	08/20/12	09/07/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$1,800.00	P-5	0.00	NM	10	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MTWTF--		5				\$1,800.00		0.00			
	Week:	08/27/12	09/02/12	MTWTF--		5				\$1,800.00		0.00			
	Week:	09/03/12	09/09/12	-----		0				\$1,800.00		0.00			
4	WKYC	08/20/12	08/31/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MTWTF--	:30	5	\$1,200.00	P-5	0.00	NM	9	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MTWTF--		4				\$1,200.00		0.00			
	Week:	08/27/12	09/02/12	MTWTF--		5				\$1,200.00		0.00			

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 Flight Dates: 08/20/12 - 09/07/12

Advertiser: National Association of Manufacturers  
 Product Desc: NATL ASSOC OF MANUF  
 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WKYC	08/20/12	08/31/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MTWTF--	:30	5	\$1,200.00	P-5	0.00	NM	9	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--		5			\$1,200.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	9	NKYC	08/27/12-09/02/12	M-F 7-730p		7-730p	MTWThF----	:30		<del>(\$1,200.00)</del>		0.00	NM		
		See MG 4.10 [Prgm Change] football													
	10	NKYC	09/05/12-09/05/12	NFL Kickoff Special	Various	(7:30 PM-8:30 PM)	--W-----	:30		\$1,200.00		0.00	NM		
		Ⓜ MG for 4.9 08/30													
5	WKYC	08/20/12	08/31/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MTWTF--	:30	5	\$2,800.00	P-5	0.00	NM	10	\$28,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWTF--		5			\$2,800.00			0.00			
		Week: 08/27/12	09/02/12	MTWTF--		5			\$2,800.00			0.00			
6	WKYC	08/20/12	08/31/12	Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	5	\$600.00	P-5	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWTF--		5			\$600.00			0.00			
		Week: 08/27/12	09/02/12	MTWTF--		5			\$600.00			0.00			
7	WKYC	08/25/12	09/01/12	Saturday Night Live Saturday Night Live	CM	1130p-107a (11:30 PM-1:00 XM)	-----S-	:30	2	\$800.00	P-5	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-		2			\$800.00			0.00			
		Week: 08/27/12	09/02/12	-----S-		2			\$800.00			0.00			
8	WKYC	08/26/12	09/02/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$2,500.00	P-5	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		2			\$2,500.00			0.00			
		Week: 08/27/12	09/02/12	-----S		2			\$2,500.00			0.00			
9	WKYC	08/26/12	09/02/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p/Su	-----S	:30	1	\$450.00	P-5	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		1			\$450.00			0.00			
		Week: 08/27/12	09/02/12	-----S		1			\$450.00			0.00			
10	WKYC	09/03/12	09/04/12	M-F 7-9a Today Today Show	CM	7a-9a	MT-----	:30	4	\$850.00	P-5	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	MT-----		4			\$850.00			0.00			
11	WKYC	09/03/12	09/04/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$375.00	P-5	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	MT-----		2			\$375.00			0.00			
12	WKYC	09/03/12	09/04/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MT-----	:30	2	\$1,800.00	P-5	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	MT-----		2			\$1,800.00			0.00			
13	WKYC	09/03/12	09/04/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MT-----	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	MT-----		2			\$1,200.00			0.00			
14	WKYC	09/03/12	09/04/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	MT-----	:30	2	\$2,800.00	P-5	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	MT-----		2			\$2,800.00			0.00			
15	WKYC	09/03/12	09/04/12	Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	MT-----		2			\$600.00			0.00			

